

REMARKS/ARGUMENTS

Favorable reconsideration of this application is respectfully requested.

The specification is amended by the present response to correct minor informalities. The changes made to the specification are deemed to be self-evident from the original disclosure, and thus are not deemed to raise any issues of new matter.

Claims 19-35 are pending in this application. Claims 1-18 are canceled by the present response without prejudice and new claims 19-35 are presented for examination by the present response. Claims 1-5 and 10-14 were rejected under 35 U.S.C. § 103(a) as unpatentable over applicants' admitted art in view of U.S. Patent Application Publication 2001/0038372 A1 to Lee. Claims 1-3, 5, 10-12, and 14 were rejected under 35 U.S.C. § 103(a) as unpatentable over applicants' admitted art in view of U.S. patent 5,434,957 to Moller. Claims 6-9 and 15-18 were objected to as dependent upon a rejected based claim, but were noted as allowable if rewritten in independent form to include all of the limitations of their base claims and any intervening claims.

Initially, applicants gratefully acknowledge the early indication of the allowable subject matter in claims 6-9 and 15-18.

With respect to that indication of allowable subject matter, the present response sets forth new claims 24-27 and 33-36 for examination. New independent claim 24 corresponds to previous pending dependent claim 6 written in independent form, and new independent claim 33 corresponds to previously pending dependent claim 15 written in independent form. The other new claims 25-27 and 34-36 depend from one of new independent claims 24 and 33. Thus, new claims 24-27 and 33-36 set forth subject matter indicated as allowable in the outstanding Office Action, and thus those claims are believed to be clearly allowable.

Addressing now the rejection of claims 1-5 and 10-14 under 35 U.S.C. § 103(a) as unpatentable over applicants' admitted art in view of Lee, and the rejection of claims 1-3, 5,

10-12, and 14 under 35 U.S.C. § 103(a) as unpatentable over applicants' admitted art in view of Moller, those rejections are traversed by the present response.

Each of new independent claims 19 and 28 correspond to original claims 1 and 10 except that those claims additionally recite the feature that "wherein a number of bits of image data stored in the image data memory is set on the basis of a  $\gamma$  value of the liquid crystal display". That feature is believed to clearly distinguish over the applied art.

First, the admitted art does not teach or suggest the above-noted feature.

Further, Lee discloses a liquid crystal display that has a frame memory, and generates a modification signal using a picture signal  $S_n$  of a present frame and a picture signal  $S_{n-1}$  of a previous frame (see paragraph [0045]). In the liquid crystal display, the frame memory stores  $m$  bits of the  $n$ -bits R, G, B gray scale signals (see paragraph [0036]). Further, Lee discloses that it is desirable to omit modification bits up to a number where human eyes cannot discern a vibration of the gray signals of moving pictures (see paragraph [0123]).

However, Lee does not disclose or suggest that a number of bits of images that are stored in an image data memory is set on the basis of a  $\gamma$  value of the liquid crystal display. Thus, no combination of the admitted art and Lee meets the limitations of new independent claim 19 and 28, and the claims dependent therefrom.

Further, Moller discloses a method for generating a color palette in which the number of bits of data stored could be less than the number of bits used to describe a color.

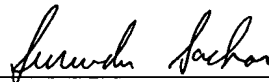
However, Moller also does not teach or suggest the claimed feature that the number of bits of image data stored in the image data memory is set on the basis of a  $\gamma$  value of the liquid crystal display. Thus, no combination of teachings of the admitted art in view of Moller meets the limitations of new independent claims 19 and 28, and the claims dependent therefrom.

In view of these foregoing comments, applicants respectfully submit that each of the claims as currently written distinguishes over the applied art.

As no other issues are pending in this application, it is respectfully submitted that the present application is now in condition for allowance, and it is hereby respectfully requested that this case be passed to issue.

Respectfully submitted,

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